



SME Assembly 2024

SMEs: Shaping Europe's Future

BUDAPEST

18 - 20 November

#EUSMEWeek

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Sustainability and competitiveness

- Sustainability is far more than climate policy – culture, societies, identity, population
- SME-s are the basic elements of Economic Sustainability - take ecosystem allegory seriously!
- Sustainability issues shape market opportunities and policies of powerful economic integrative actors (platforms, supply chain organizers, banks)
- Sustainability is a qualitative aspect – it should offer value for buyers – example of housing market

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Main recommendations for new COM

- Break down the obstacles constraining effective use of EU-connected policy tools
- Let competitors to find their way to win
 - Let companies to create value (Investors and Buyers are the key stakeholders, constrain not contributing parties to interfere)
 - Let local, regional and national governments to innovate policy (constrain EU level recommendations and coordinations)
- Redefine concept of sustainability – it is far more than climate – European values are to be sustained

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What are for SMEs the barriers to sustainable transition

Lack of institutional support (regulation, bureaucracy)	63%
Lack of clear and simplified frameworks designed for SMEs	58%
Lack of sustainable finance for SMEs	58%
Lack of economic or financial resources	57%
Lack of public incentives	54%
Lack of internal resources (incl. personnel, skills)	54%
Lack of market recognition	44%

Source - Generali SME EnterPRIZE White Paper



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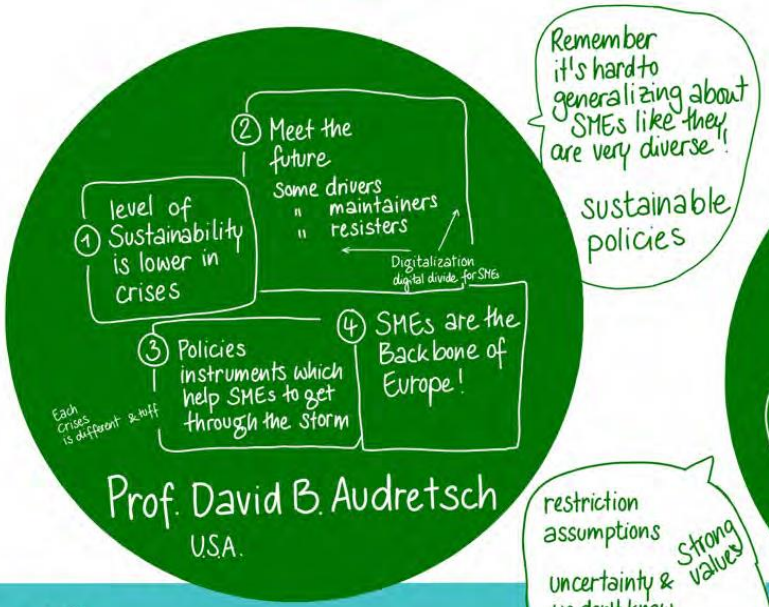
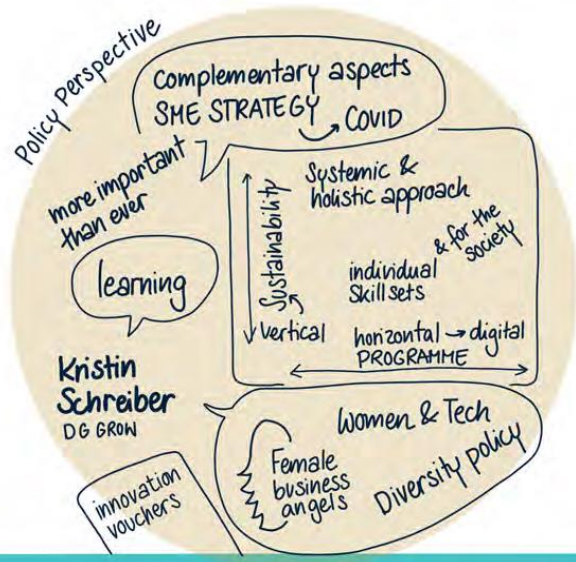
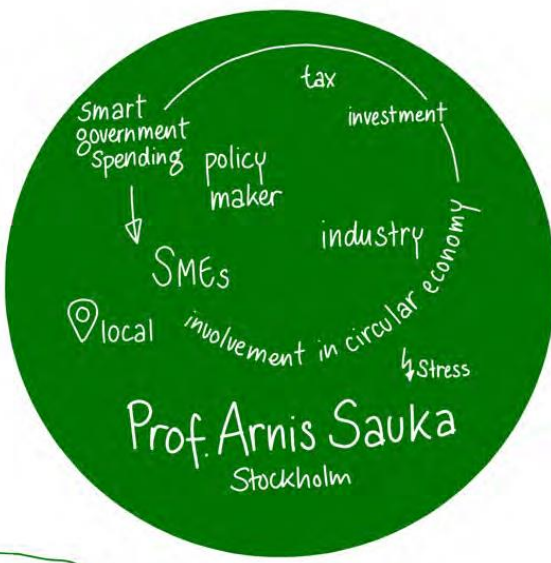
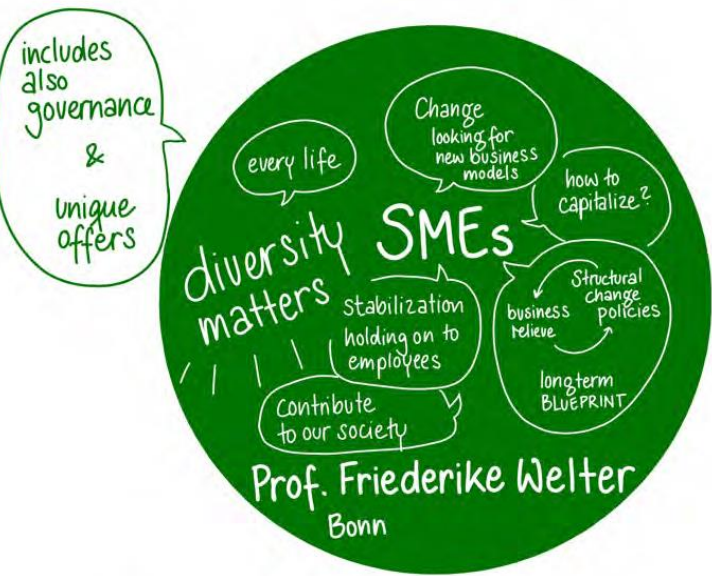
How SMEs ask to be supported

Promotion of sustainable demand	72%
Public incentives for SMEs	71%
Access to sustainable finance for SMEs	64%
Clear and simplified frameworks for SMEs	61%
Education and competence building	59%

Source - Generali SME EnterPRIZE White Paper

Session outline

- Introduction
- Panel discussion
- Breakout sessions
- Wrap up and closing remarks



The impact of COVID-19 Challenges & Opportunities for SMEs, Society and Policy in Europe



How to move towards a greener economy?



Hubert Gambus
Deputy Director-General
DG GROW

We need all to make this happen

3 main trends

Innovativeness
What is innovative?

SMEs as role models

policy makes: rapid support! invest technology

When do I need to report? (SMEs first!)

Reporting

economic measures

ESG regulation
Education for entrepreneurs

Society as a decision maker

emotional experiences

holistic understanding of value creation



How do we define success?

new Values around work purpose
sustainability generational transitional

ambidextrous thinking is needed

"phygital" physical + digital

Change Stereotypes

Customer demand
How to move towards sustainability
policies

Social values

Service innovation need time & customer focus



wellbeing

What to learn from crisis entrepreneurship

crowdfunding more equitable & gender balanced

fast decision-making

Understand "What's the Benefit?"

European Union

work more entrepreneurial

DEVELOPMENT Human capital

spending on R&D

Researchers

What has shifted?

SMEs Strengths Measurements

Generational shift physical

Adaptability Resilience

shadow economy in Baltic

challenge for sustainable growth

availability of capital

Digitalization requirement! high importance still late-comers

what are the lessons learned?

Adaptation



Prof. Friederike Welter

adaptiveness of the SMEs is impressive

Emotional & physical vulnerability



Prof. Alfredo de Massis

Increase awareness of family businesses

Agility Resilience



Prof. Ute Stephan

much more potential



Prof. Arnis Sauka

The impact of COVID-19 Challenges & Opportunities for SMEs, Society and Policy in Europe

Graphic Recording: Sabine Seider @ COCREATIVEFLOW.COM

The SME' Sustainable Enterprise Panel
Rewriting the rules: replacing endless growth with regenerative and distributive economies

SME ASSEMBLY

Portorož, Slovenia
15 - 17 Nov
2021



What is one thing from today's panel (a low hanging fruit) that you can implement in your context?

Revisit operation & processes

Think across disciplines

education Sustainability

We can do it together

resilience plan

wellbeing is key

LISTEN TO EXPERTS

Gaining clarity

Why do we do this?

How do we do this?

new ways of

for the next generations
changing mind sets

Reconsider Sustainability

for Competitiveness & for customer

Embrace Sustainability as an opportunity we can do!



Prof. Friederike Welter



Prof. Alfredo de Massis



Prof. Ute Stephan



Prof. Arnis Sauka



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Resilience Sustainability

Hubert Gambis

Please be frank!

What is needed?
Poly crisis



Digitalisation

Human Capital



Arnis Sauka

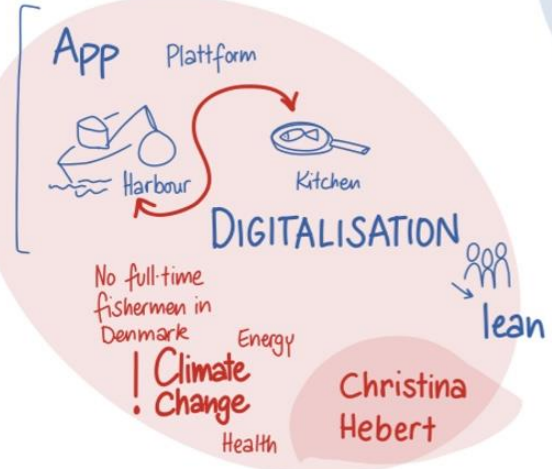
NEW OPPORTUNITIES



You can become more resilient by becoming more sustainable



Ute Stephan



Christina Hebert



Alfredo de Massis



Benedetta Spattini



Karolina Iwa

Greener & digital transition

SUSTAINABLE ENTERPRISE PANEL

SME ASSEMBLY PRAGUE 2022





Ute Stephan - Gerardo de Luzenberger
 Bonifacio Garcia Porras
 Friederike Welter
 Kirsten Dunlop
 Adélaïde Biebuyck Greenzy
 Lorenzo Giornelli Ceramiche Noi

Ways of working 2020 Pandemic
 2021 Towards a greener economy
 2022 Polycrisis SHERelief Package



Sabine Soeder
 Miryam Artola
 CoCREATIVEFLOW.com

How has the relationship between sustainability and competitiveness evolved in recent years for European SMEs?

First question

What priorities should the new Commission set to help SMEs thrive competitively and sustainably?

Second question

What priorities should the new
Commission set to help SMEs thrive
competitively and sustainably?

Breakout session

Slido + come to the ideas
lounge